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January 16, 1961

fashion calendar 1961

21st YEAR · A WEEKLY PUBLICATION

JANUARY

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RUTH FINLEY, PUBLISHER · 8 EAST 77th STREET · NEW YORK 21, N. Y. · TR. 9-2343

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader.

-- Ruth Finley, Editor

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK ENDING SATURDAY, JANUARY 14, 1961

Thursday Jan. 12 7:30 A.M. Breakfast	SPRING PREVIEW FOR OUT-OF-TOWN PRESS Sportempos (Auxiliary Member, N.Y.C.G.) Pantempos and House Of Suburbia preview of Spring collection. Also, Sportempos' "Summer Holiday... Serendipity In Fashion". By invitation. Cont. Jesse Goodman, LO. 3-7900.	SPORTEMPOS, INC. (525 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Thursday Jan. 12 9:15 A.M.; 11:00 A.M.; 3:00 P.M.	PREVIEW OF LEATHER COLORS AND FINISHES Showing at 9:15 A.M.-- buying office and department store fashion coordinators, shoe buyers; 11:00 A.M.--shoe designers, trade and fashion press, shoe manufacturers, chain stores; 3:00 P.M.--accessory and hosiery coordinators. By invitation. Contact: Helen Potter, MU. 6-1623.	ALLIED KID COMPANY (419 FOURTH AVENUE)	PARK LANE HOTEL PETIT SALON 3
Thursday Jan. 12 12:00 Noon Luncheon	SPRING FASHIONS IN WAMSUTTA COTTONS Wamsutta Mills (Auxiliary Member, N.Y.C.G.) will present Spring fashions by leading designers at a luncheon for visiting press. By invitation. Publicity: Ruth Simpson at Mogul, Williams & Saylor Co., TE. 8-7100.	WAMSUTTA MILLS, INC.	HOTEL PLAZA TERRACE ROOM
Thursday Jan. 12 - Jan. 13	OPEN HOUSE FOR THE PRESS Coro will invite the press to open house, 3:00 P.M. - 7:00 P.M., daily. Publicity: Vera Haggerty at Charles Jay Assoc., MU. 7-5757.	CORO, INC.	SAVOY-HILTON HOTEL CHARLES JAY SUITE
Thursday Jan. 12 4:00 P.M. Cocktails	PRESS PREVIEW: MID- WINTER HOME FURNISHINGS Abraham & Straus will preview home-furnishing. By invitation. (For release, Tues., Jan. 17). Publicity: Judy Jankowitz, TR. 5-0195,Ext.662.	ABRAHAM & STRAUS (BROOKLYN)	6TH FLOOR FEATURE EVENTS OFFICE
Thursday Jan. 12 6:30 P.M. Cocktails- Dinner	HAIR FASHION AND HAIRCOLORING REPORT Clairol (Auxiliary Member, N.Y.C.G.) preview parade of Spring hairstyles by world known coiffure designers of New York and Paris. For local and visiting press. By invitation. Contact: Terry Grimes Russell, PL.7-4300.	CLAIROL, INC.	NEW TIME & LIFE BLDG. 101 W 50 ST.-TOWER
Jan. 13	GIMBELS' RELEASE DATE - Spring Bridal Fashions (No press show.)		
Jan. 13	SAKS FIFTH AVENUE RELEASE DATE--Paulette Millinery		
Cancelled Jan. 13	PRESS PREVIEW OF STERN'S HOME FURNISHINGS, ORIGINALLY SCHEDULED FOR JAN. 13 AT 9:30 A.M. HAS BEEN CANCELLED. Publicity: Mildred Collins, LO.5-7960.		
Friday Jan. 13 4:30 P.M. Cocktails	VISITING PRESS PREVIEW COIFFURES AND MILLINERY Lilly Dache (Auxiliary Member, N.Y.C.G.) cosmetics, hairstyles and hats. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	HOTEL DRAKE DRAKE ROOM

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday Jan. 14 8:30 A.M.-12:00 Noon Breakfast	OPEN HOUSE FOR VISITING PRESS	HELENA RUBINSTEIN	625 PARK AVENUE PENTHOUSE

Madame Helena Rubinstein will invite the visiting press to an open house buffet breakfast, 8:30 A.M. to 12:00 Noon. By invitation. Publicity: Amy Blaisdell, EL. 5-2100.

Saturday Jan. 14 Jan. 19	COUTURE OPENINGS IN FLORENCE	CENTRO DI FIRENZE PER LA MODA ITALIANA	FLORENCE ITALY

Press release date Feb. 20

Jan. 14: Millinery Show, sponsored by Cappellificio La Familiare. Sportswear & Boutique: Naka; Baldini; Valditevere; Vito; Paola Nucci; Celli; Myricae; Camisese; Falconetto; Aida; De Simone; Laura Aponte; Avagolf; Glans; Scarabocchio; Mirsa; Avolio; Bertoli.

Jan. 15: Sportswear & Boutique: Galitzine; Marucelli; Veneziani; Schuberth; Barentzen; Simonetta; Antonelli; Emilio Pucci, (Sportswear & High Fashion).

Jan. 16: High Fashion: Carosa; Antonelli; Marucelli; Veneziani.

Jan. 17: High Fashion: Simonetta; Fabiani; Capucci; Galitzine.

Jan. 18: High Fashion: Schuberth; Guidi; De Barentzen; Enzo.

Jan. 19: High Fashion: Mingolini Gugenheim; De Luca; Palloni.

Contact: D.B. Giorgini, 10 Lungarno Acciaioli, Florence, Italy.

WEEK BEGINNING SUNDAY, JANUARY 15, 1961

Sunday Jan. 15 1:00 P.M. Brunch	SPRING MILLINERY DURING BRUNCH	VINCENT-HARMIK (203 EAST 52ND STREET)	HAMPSHIRE HOUSE FOUNTAIN ROOM

Spring Millinery by Vincent-Harmik, available at Bonwit Teller. Shoes--Fiorentina. Reservations--$4.00; contact: "Mr. Jerome", CI. 6-7700. Fashion Show Director: Peggy Cantor Assoc., 117 East 37th St., MU. 9-8542.

Jan. 16 STERN'S RELEASE DATE--Spring store-wide promotion (No Show).

Monday Jan. 16 10:00 A.M. Breakfast	PRESS PREVIEW: MID-WINTER HOME FURNISHINGS	MACY'S NEW YORK	9TH FLOOR

Macy's new 9th floor, with a preview of more than 60 rooms. By invitation. (For release, Wed., Jan. 18) Publicity: Reni Kuhn, OX. 5-4400.

Monday Jan. 16 12:30 P.M. Luncheon	PREVIEW OF THE "PARK AVENUE ROOM"	SAKS FIFTH AVENUE	SHERATON-EAST HOTEL BALLROOM

Saks Fifth Avenue will present a preview of fashions prior to the opening of their new Salon. Press by invitation. Public by reservation--$5.00; contact: "Mr. Marc, PL. 5-1000, Ext. 111. Publicity: Helen O'Hagan, PL. 3-4000.

Jan. 17 STERN'S RELEASE DATE--Spring Home Furnishings. (No Show).

Jan. 17 ABRAHAM & STRAUS RELEASE DATE--Home Furnishings Show. (See pg. 6).

Tuesday Jan. 17 8:30 A.M. Breakfast	SHOWING OF SPRING FASHIONS AT BREAKFAST	CROWN FABRICS LTD. (119 WEST 40TH STREET)	500 CLUB 500 SEVENTH AVENUE

"Scents of Spring"--featuring Celanese contemporary fibers for Spring - Summer '61. For press and buyers, by invitation. Contact: Roy Simpson, PE. 6-1100.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Jan. 17 9:00 A.M. Breakfast	PREVIEW: ADVANCED FALL ITALIAN KNITWEAR	GINO PAOLI	1407 BROADWAY SHOWROOM - 37TH FLOOR
	Gino Paoli will present their collection of advanced Fall imported Italian knitwear. For press and resident buyers, by invitation. Thereafter, continuous daily showings. Contact: Edith Brown, BR. 9-0925.		
Tuesday Jan. 17 12:00 Noon	PREVIEW: SUMMER COLLECTION	STYLE TRADES	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Preview of Style Trades' Summer collection. For press and buyers, by invitation. Thereafter showings Feb. 7, 14, 21 at 12:00 Noon, by appointment. Contact: Mr. Mickey Shepard, WI. 7-1061.		
Tuesday Jan. 17 4:00 P.M. Cocktails	SPRING-SUMMER RAIN-WEAR AND SPORTSWEAR	MARCH & MENDL; P.R.L. ALL WEATHER	500 CLUB 500 SEVENTH AVENUE
	Preview of March & Mendl's Spring-Summer rainwear and premiere showing of sportswear, designed by Peter Conte. P.R.L. All-Weather Originals designed by Bill Smith. Continuous thereafter at showroom. For press and buyers, by invitation. Publicity: Marion Cook, LA. 4-7942.		
Tuesday Jan. 17 4:00 P.M. Cocktails	SPRING AND SUMMER PATTERN STYLES	KEYBAK INTERFACING	SHERATON-EAST HOTEL DIPLOMAT SUITE
	"Week End In Hawaii"--over the counter fashion showing of leading Spring and Summer pattern styles, featuring 24 fabric houses and 6 pattern companies. By invitation. Contact: Helen Ryan, WO. 6-1000.		
Beginning Tuesday Jan. 17	OPENING: SPRING LEATHER FASHIONS	SAMUEL ROBERT, INC.	1407 BROADWAY SHOWROOM - 27TH FLOOR
	Fashions in leather by Samuel Robert, including a special collection of knit and leather combinations. Contact: Lou Clarke, LA. 4-4562.		
Jan. 18	MACY'S RELEASE DATE -- Mid-Winter Home Furnishings Show (See pg. 2).		
Wednesday Jan. 18 12:30 P.M. Luncheon	FASHIONS SHOW OF THE MONTH	ESTEVEZ, INC. (550 SEVENTH AVENUE)	SHERATON-EAST HOTEL GRAND BALLROOM
	The "Jet Age" collection for Resort and Spring, designed by Luis Estevez, available at Lord & Taylor. Press by invitation. Public by reservation, contact: "Banquet Dept.," PL. 5-1000. Sheraton-East Fashion Director: Mary Alice Rice, CI. 6-1790.		
Wednesday Jan. 18 4:00 P.M.	OPENING OF SUMMER COLLECTION	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Haymaker will present their Summer collection of shirts, separates, skirts and knitted dresses. Preview for press and resident buying offices. By invitation. Publicity: Grace Horton, BR. 9-6560.		
Wednesday Jan. 18 4:00 P.M. Cocktails	SPRING COUTURE AND READY-TO-WEAR FASHIONS	ANN PAKRADOONI OF PHILADELPHIA	27 EAST 37TH STREET
	Spring couture and ready-to-wear fashions for daytime and evening made of imported fabrics. By invitation. Publicity: Rosemary Sheehan, MU.5-1280.		
Wednesday Jan. 18 6:30 P.M.	SHOWING OF SPRING BRIDAL FASHIONS	GIMBELS	3RD FLOOR DRESS DEPT.
	Customer showing of Spring bridal fashions. By invitation. (Release Date, Fri., Jan. 13.) Publicity: Margot Infantino, LO. 4-3300.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Jan. 18- Jan. 31	OPENING: SPRING COUTURE IN LONDON	INCORPORATED SOCIETY OF LONDON DESIGNERS	LONDON, ENGLAND
	Jan. 18: Cavanagh; Michael Creed; Sherard (by appointment).		
	Jan. 19: Lachasse; Paterson; Stiebel.		
	Jan. 20: Mattli.		
	Jan. 24: Amies (subject to final confirmation).		
	Jan. 31: Hartnell (subject to final confirmation).		
	Contact: Ann Ryan, 46 Old Bond Street, London, W. I.		
Thursday Jan. 19 8:45 A.M. Breakfast	PREVIEW OF FASHIONS IN DENIM	THE DENIM COUNCIL	NEW TIME & LIFE BLDG. 101 W. 50-TOWER SUITE
	"Denim For Work And Play"--preview of collection in denim for men and women by leading designers. Showing at 9:30 A.M. By invitation. Fashion Coordinator: Peggy Cantor, Publicity for Denim Council: Robert Rodgers at Robert Taplinger Assoc., YU. 6-2800.		
Thursday Jan. 19 11:30 A.M. Luncheon	LUNCHEON TO HONOR FASHION DESIGNERS	FEDERATION OF JEWISH PHILANTHROPIES OF N.Y.	WALDORF-ASTORIA BALLROOM
	The Manhattan Women's Div. of Jewish Philanthropies of N.Y. will present "Fashion Future for 1961"--showing of fashions designed by those being honored: Joe Copeland, Mollie Parnis, Nettie Rosenstein, Adele Simpson, Pauline Trigere, Hannah Troy, Sally Victor. Price: contribution $35.00 minimum. Chmn: Dorothy Fields. Publicity: Alice Friedman, PL. 1-1000, Ext. 488.		
Thursday Jan. 19 12:00 Noon Luncheon	PREVIEW OF SPRING PROMOTION	NORTHAM WARREN CORP.-- "CUTEX"	SHERATON-EAST HOTEL TRIANON ROOM
	Preview for magazine editors. By invitation. Contact: Ruth Bobbitt, Stamford, Conn. DAvis, 4-5771.		
Jan. 20	INAUGURATION DAY IN WASHINGTON (Friday).		
Friday Jan. 20 9:15 A.M. Breakfast	PREVIEW: SPORTSWEAR - AT-HOME FASHIONS	STREGA NEW YORK INC. (1407 BROADWAY)	FOUR SEASONS REST 99 EAST 52ND STREET
	Strega will present their Spring-Summer sportswear and at-home collection designed by Monte Streitfield. Commentator: Maggi McNellis. By invitation. (Note Change of Date and Time). Thereafter continuous at showroom. Contact: KiKi Hill, WI. 7-7419.		
Beginning Monday Jan. 23	OPENING: SUMMER SPORTS-WEAR COLLECTION	ULLA	1384 BROADWAY SHOWROOM - 18TH FLOOR
	Ulla will present their Summer collection of active sportswear, designed by Vickie Cooper. Contact: Don Cooper, BR. 9-9076.		
Jan. 24	BEST'S BRIDAL RELEASE DATE-- informal customer showing, Jan. 25. (See pg. 6).		
Tuesday Jan. 24 12:00 Noon Luncheon	FABRICS FAIR AND FASHION SHOW	NAT'L SOCIETY OF INTERIOR DESIGNERS	HOTEL PIERRE GRAND BALLROOM
	Third annual NSID International Fabrics Fair- exhibition of fabrics by Trade Member firms. Luncheon showing of fashions created by Maria Sandi of present day and period costumes made of exhibited fabrics. NSID Distinguished Editorial Award for reporting of interior design. Commentator: Constance Woodworth, N. Y. Journal American. Speaker: Edward White, Nat'l Pres., NSID. Price: $10.00. Exhibition open to public, Jan. 25-Jan. 27, at 415 East 53rd St. Publicity: Ted Materno, PL. 3-3240.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

SPRING-SUMMER OPENINGS--CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE--PARIS
Press release date Feb. 28

Jan. 23:	
10:00 A.M.	Griffe; Esterel; Godard
12:30 P.M.	Godard; D'Estrill
2:15 P.M.	Patou; Lopez
5:00 P.M.	Cardin
9:00 P.M.	Sagardoy
Jan. 24:	
10:00 A.M.	Balmain
12:30 P.M.	Goma
2:15 P.M.	Lanvin-Castillo
3:00 P.M.	Dana
5:00 P.M.	Ricci
9:00 P.M.	Bob Bugnand
Jan. 25:	
9:45 A.M.	Heim
11:15 A.M.	Laroche
2:15 P.M.	De Rauch
3:30 P.M.	Fardeau
5:00 P.M.	Hermes; Matta
9:00 P.M.	Maggy Rouff
Jan. 26:	
10:00 A.M.	Christian Dior; Montaigne
2:15 P.M.	Carven; Prusac; Therouanne
5:00 P.M.	Blatt; Lise
6:30 P.M.	Lutece
9:00 P.M.	Feraud
Jan. 27:	
10:00 A.M.	Gres; Irmone
12:30 P.M.	Roger
3:30 P.M.	Revillon
5:00 P.M.	Riviere
Jan. 30:	
11:00 A.M.	Baron
5:00 P.M.	Sauve
Feb. 1:	
5:00 P.M.	Renal
	Givenchy (No Press): Time not set
Feb. 2:	Balenciaga (No Press): Time not set
Feb. 8:	
3:30 P.M.	Bourgade
	Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.

Tuesday Jan. 24 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR

Seymour Jacobson will present his Summer collection to press and buyers. By invitation. Showings thereafter beginning Tues., Feb. 7 at 10:30 A.M. Publicity: Gladys Steiner at Lester Harrison, PL. 1-6630.

Wednesday Jan. 25 9:30 A.M. Coffee	PRESS PREVIEW: "PLAN-A-HOME-ROW"	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM

Preview of "Plan-A-Home-Row", introducing two new groups of fabrics designed by Jack Lenore Larson and William Pahlmann. By invitation. (For release, Fri., Jan. 27.). Publicity: Reni Kuhn, OX. 5-4400.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Jan. 25 12:30 P.M.	CUSTOMER SHOWING OF BRIDAL FASHIONS	BEST & CO.	3RD FLOOR BRIDAL SALON
	Informal modelling of Spring and Summer bridal fashions. (For release, Tues., Jan. 24). Publicity: Anne Harmon, PL. 9-2000.		
Wednesday Jan. 25 2:30 P.M.	PREVIEW: SUMMER SUIT COLLECTION	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	For press and resident buying offices, by invitation. Continuous daily thereafter. Publicity: Jeannette Gottlieb, BR. 9-6560		
Thursday Jan. 26 2:30 P.M.	PREVIEW: SUMMER DRESS COLLECTION	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	For press and resident buying offices, by invitation. Thereafter beginning Jan. 30 - Mondays through Wednesdays at 10:30 A.M. Publicity: Jeannette Gottlieb, BR. 9-6560.		
Thursday Jan. 26 4:00 P.M. Cocktails	FASHION SHOW AT ANNUAL CONVENTION	SOAP ASSOCIATION & NAT'L COTTON COUNCIL	WALDORF-ASTORIA BALLROOM
	Introducing Linda Joy Lackey of Forest, Miss., 1961 Maid of Cotton, and her washable wardrobe at the 34th Annual Convention of the Ass'n of American Soap and Glycerine Producers. Showing at 4:30 P.M. By invitation. Contact: Ruth Goldberg, Soap Ass'n, MU. 6-3662; or Margot Herzog, Nat'l Cotton Council, BR. 9-4920.		
Jan. 27	MACY'S RELEASE DATE--"Plan-A-Home-Row". (See above).		
Saturday Jan. 28 3:00 P.M. Tea	CUSTOMER SHOWING OF BRIDAL FASHIONS	ABRAHAM & STRAUS (BROOKLYN)	4TH FLOOR RESTAURANT
	Customer showing of bridal fashions. Tickets: $1.00. Publicity: Eileen Goldburg, TR. 5-0195.		
Tuesday Jan. 31 12:30 P.M. Luncheon	SPRING CHILDREN'S FASHIONS BY HELEN LEE	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
	Premiere showing for Saks Fifth Avenue of Helen Lee's Spring collection for children. For the press, by invitation. Publicity: Helen O'Hagan, PL. 3-4000.		
Tuesday Jan. 31 4:00 P.M. Cocktails	PREVIEW OF SUMMER COLLECTION	CABANA	1410 BROADWAY SHOWROOM - 17TH FLOOR
	Cabana will present their Summer collection of bathing suits, dresses, playclothes, designed by Pembroke Squires. By invitation, for press and buyers. Contact: Helen Feinstein, WI. 7-0326.		
Thursday Feb. 2 9:30 A.M. Coffee	PRESS PREVIEW OF SPRING ITALIAN SHOES	OHRBACH'S	3RD FLOOR
	Ohrbach's will present their Spring collection of Finezza handmade Italian shoes. By invitation. Publicity: Mark Klauser, OX. 5-4000.		
Thursday Feb. 2 3:30 P.M.	PREVIEW: SUMMER COLLECTION	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR
	Leslie Fay will preview their Summer collection to press and buyers. By invitation. Thereafter beginning Tues., Feb. 7 continuous daily showings. Contact: Isabelle Crawford, BR. 9-7700.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Feb. 3 9:30 A.M. Breakfast	PREVIEW OF SUMMER COLLECTION	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Mignon will present their Summer collection to press and resident buyers, showing at 10:00 A.M. By invitation. Contact: Marcella Wolfe or Vincent Mignon, BR. 9-5991.		
Friday Feb. 3 10:30 A.M.	PREVIEW: SUMMER COLLECTION	CAMEO EVENING FASHIONS: FIVE THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Preview of Summer cocktail and evening fashions. By invitation. Showings thereafter Feb. 8, 9, 14, 15, 16 at 9:30 A.M. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.		
Friday Feb. 3 12:00 Noon Luncheon	PRESS PREVIEW OF SUMMER COLLECTION	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Lee Claire will present their Summer collection to the press and buyers. By invitation. Beginning Mon., Feb. 6 - 9 and 13 - 16 daily showings at 12:00 Noon. Luncheon will be served. Contact: Jack Sulzer, WI. 7-9470.		
Beginning Saturday Feb. 4	SUMMER CALIFORNIA FASHIONS	MAXWELL SHIEFF (BEVERLY HILLS, CAL.)	SAVOY-HILTON HOTEL
	Daytime, evening and cocktail fashions designed by Maxwell Shieff. By appointment. Publicity: Eve Siegel, MU. 8-4598.		

SUMMER OPENINGS: MEMBERS OF THE NEW YORK COUTURE GROUP, DRESSES

MONDAY, FEBRUARY 6

Parnis-Livingston, Inc.	12:00 Noon	530 7th (18 Fl.)	BR. 9-5014
Hannah Troy, Inc.	1:00 P.M.	530 7th (2 Fl.)	LO. 3-0988
Oleg Cassini, Inc.	1:15 P.M.	498 7th (11 Fl.)	LO. 5-6453
Gothe	1:15 P.M.	530 7th (4 Fl.)	LO. 5-2727
Branell	2:30 P.M.	530 7th (27 Fl.)	PE. 6-6983
Maurice Rentner Ltd.	2:30 P.M.	498 7th (16 Fl.)	LA. 4-6968
Townley, Inc.	4:00 P.M.	550 7th (2 Fl.)	LO. 4-2155
Samuel Winston, Inc.	4:00 P.M.	530 7th (11 Fl.)	CH. 4-2617
Edward Abbott	5:00 P.M.	530 7th (16 Fl.)	LA. 4-8490
Christian Dior, New York	To be announced	498 7th (17 Fl.)	LO. 4-9220
Adele Simpson, Inc.	To be announced	530 7th (23 Fl.)	LA. 4-7626

TUESDAY, FEBRUARY 7

Ben Reig, Inc.	10:00 A.M.	498 7th (23 Fl.)	CH. 4-1542
Jane Derby, Inc.	10:30 A.M.	550 7th (23 Fl.)	LA. 4-9350
Pattullo-Jo Copeland Inc.	10:30 A.M.	498 7th (14 Fl.)	LO. 3-5650
Rudolf Gowns, Inc.	10:30 A.M.	530 7th (12 Fl.)	WI. 7-6865
Herbert Sondheim, Inc.	10:30 A.M.	530 7th (20 Fl.)	LA. 4-7540
Estevez, Inc.	12:00 Noon	550 7th (4 Fl.)	LO. 4-6337
Harvey Berin Ltd.	1:00 P.M.	530 7th (7 Fl.)	PE. 6-0206
Junior Sophisticates Co.	1:00 P.M.	498 7th (4 Fl.)	LO. 4-0462
Nat Kaplan, Inc.	1:15 P.M.	498 7th (21 Fl.)	LO. 5-4115
Paul Parnes Corp.	2:15 P.M.	498 7th (10 Fl.)	CH. 4-4600
Larry Aldrich, Inc.	2:30 P.M.	530 7th (12 Fl.)	CH. 4-1872
Ceil Chapman	4:00 P.M.	530 7th (2 Fl.)	LA. 4-5800
Trigere, Inc.	5:00 P.M.	550 7th (16 Fl.)	LO. 3-1600

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Feb. 6 12:00 Noon	OPENING OF SUMMER COLLECTION	PARNIS-LIVINGSTON	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Designed by Mollie Parnis, Feb. 6, 7, 8, 14, 15, 16 at 12:00 Noon. By invitation and reservation. Contact: Lou Scobell, BR. 9-5012.		
Monday Feb. 6 1:00 P.M.	OPENING: SUMMER COLLECTION	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Showing of Hannah Troy's Summer collection on Feb. 6, 7, 8, 14, 15 at 1:00 P.M. Contact: Miss Lee Lerner, LO. 3-0988.		
Monday Feb. 6 1:15 P.M.	OPENING: SUMMER COLLECTION	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Showings Feb. 6, 9, 14, 15, 16 at 1:15 P.M. By invitation. Contact: Kay McGowan, LO. 5-6453. Publicity: Alfred Davidson, CI. 5-8980.		
Monday Feb. 6 2:30 P.M.	PREVIEW OF SUMMER COLLECTIONS	MARTINI DESIGNED; MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Summer collection of Sylvan Rich for Martini Designed and premiere showing of Jerry Parnis for Miss Martini. By invitation. Thereafter Feb. 7, 9, 14, 16 at 2:30 P.M. By reservation. Contact: Eli Lehrman, LO. 4-0616.		
Monday Feb. 6 2:30 P.M.	OPENING: SUMMER COLLECTION	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Showings Feb. 6, 8, 14, 15, 16 at 2:30 P.M. By reservation. Contact: Eleanor Stoner, LA. 4-6968.		
Monday Feb. 6 2:30 P.M.	OPENING: SUMMER COLLECTION	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	By invitation. Thereafter daily at 2:30 P.M. Contact: PE. 6-6983.		
Monday Feb. 6 5:00 P.M. Cocktails	PREVIEW OF SUMMER COLLECTION	EDWARD ABBOTT-WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Preview of Edward Abbott's Summer dress collection, designed by Wilson Folmar. By invitation. Thereafter, Feb. 8, 9, 13, 14, 15, 16, 17 at 10:30 A.M. By reservation. Contact: Mr. Revell, LA. 4-8490.		
Tuesday Feb. 7 10:30 A.M.	PREVIEW OF SUMMER COLLECTION	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	By invitation. Showings at 10:30 A.M., Feb. 9 and 14. By appointment. Contact: Mabel Glemby, LA. 4-9350.		
Tuesday Feb. 7 10:30 A.M.	OPENING OF SUMMER COLLECTION	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Showing at 10:30 A.M., Feb. 7, 9, 14, 16, 21, 23. By appointment. Contact: WI. 7-6865.		
Tuesday Feb. 7 10:30 A.M.	OPENING: SUMMER COLLECTION	HERBERT SONDHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Showings beginning Tues., Feb. 9, thereafter Tues., Wed., Thurs., at 10:30 A.M. By appointment. Contact: LA. 4-7540.		
Tuesday Feb. 7 12:00 Noon	PRESS PREVIEW: SUMMER COLLECTION	ESTEVEZ, INC.	550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	By invitation. Thereafter showings Feb. 8 - 10 and Feb. 13 - 17, by appointment. Contact: Ruth McLoughlin, LO. 4-6337.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Feb. 7 12:30 P.M. Luncheon	PREVIEW OF SUMMER COLLECTION	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Sylvia Kaplan's Summer dresses and ensembles for daytime and late-day wear. By invitation. Showings thereafter. Feb. 9, 13, 15, 17, 20, 23 at 1:15 P.M. By reservation. Contact: Miss Fritzi, LO. 5-4115.		
Tuesday Feb. 7; Feb. 8 1:00 P.M.	OPENING: SUMMER DRESS COLLECTION	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	The Mr. Mort Summer junior dress collection, designed by Lee Evans. By admission card only. Contact: Grace Alperin, OX. 5-4760.		
Tuesday Feb. 7 2:30 P.M.	PREVIEW: SUMMER SPORTSWEAR COLLECTION	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Robert Sloan will present his Summer collection of sportswear, separates, blouses designed by Sylvia DeGay. By invitation. Publicity: Margaret Hodge, 101 West 50th Street, LT. 1-3260.		
Tuesday Feb. 7 4:00 P.M. Cocktails	PREVIEW: SUMMER COLLECTION	MCMULLEN CO. (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
	"Field and Paddock"--preview of Summer collection. By invitation. Continuous thereafter in showroom. Contact: OX. 5-4270.		
Tuesday Feb. 7 4:00 P.M.	PREVIEW: SUMMER COLLECTION	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	By invitation. Showings thereafter Feb. 8, 9, 10, 14, 15, 16 at 2:30 P.M. By reservation. Contact: LA. 4-5800.		
Tuesday Feb. 7 5:00 P.M.	SUMMER COLLECTION BY PAULINE TRIGERE	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Showings Feb. 9, 15, 16 at 2:30; and Feb. 21 at 10:30 A.M. By invitation. Contact: Estelle Marr, LO. 3-1600.		
Wednesday Feb. 8 9:30 A.M. Breakfast	OPENING OF SUMMER COLLECTION	HAROLD LEVINE, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Harold Levine (formerly David Levine Co.) will present their Summer collection Feb. 8, 9, 14, 15, 16 at 9:30 A.M. By invitation. Contact: Ann Hollander or Harold Levine, LA. 4-0237.		
Wednesday Feb. 8 11:00 A.M.	PREVIEW: SUMMER SPORTSWEAR FASHIONS	HEISER SPORTSWEAR, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Hesier will present their Summer collection of dresses and playclothes designed by Silvano of Roma. For press and buyers, by invitation. Thereafter continuous daily showings. Contact: Miss Rose, LO. 3-1534.		
Wednesday Feb. 8 11:00 A.M.; 2:30 P.M.	PREVIEW OF SUMMER COLLECTION	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM - 16TH FLOOR
	Preview for press and buying offices of color coordinated separates. By invitation. Continuous thereafter. Contact: Marianne Cruze, LO.4-3113.		
Wednesday Feb. 8; Feb. 9 1:00 P.M.	OPENING OF SUMMER COLLECTION	GUY D	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Guy D will present his Summer collection designed by Messrs. Earl Bonuam and Gene Neil, Feb. 8 and 9 at 1:00 P.M. By invitation. Publicity: Dorothy McCauley, LO. 4-3913.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Feb. 8 1:00 P.M.	OPENING OF SUMMER COLLECTION	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Showings Feb. 8, 9, 13, 14, 15, 20, 21 at 1:00 P.M. By appointment. Contact: Jean Roberts, LA. 4-3520.		
Wednesday Feb. 8 2:00 P.M.	PREVIEW OF SUMMER JUNIOR COLLECTION	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Summer collection designed by Betty Carol, with daily showings at 2:00 P.M. By invitation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday Feb. 8 2:30 P.M.	PREVIEW OF SUMMER DRESS COLLECTION	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Dan Keller's collection of Summer dresses and ensembles designed by Patrick Porter. By invitation. Publicity: Margaret Hodge, LT. 1-3260.		
Wednesday Feb. 8 2:30 P.M.	PREVIEW: SPRING-SUMMER COLLECTION	ELEANORA GARNETT, LTD.	47 EAST 51ST STREET SALON
	Eleanora Garnett's Spring-Summer custom-made and ready-to-wear collection. For press and customers, by invitation. Contact: Helen Davis, EL. 5-5275.		
Thursday Feb. 9 12:00 Noon Luncheon	PREVIEW: COUTURE SUMMER FASHIONS	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Daytime, cocktail and evening fashions for press and buyers. By invitation. Thereafter showing Feb. 14, 15, 22 at 12:00 Noon, by reservation. Contact: Joan Baron, CH. 4-5693.		
Friday Feb. 10 11:00 A.M.	PRESS PREVIEW: SUMMER COLLECTION	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Trade Feb. 12, 14, 21 at 11:00 A.M. By invitation and reservation. Contact: Anita Hoffman, WI. 7-4968.		
Feb. 12	LINCOLN'S BIRTHDAY (Sunday) Banks and Post Office closed on Monday		
Wednesday Feb. 15 9:00 A.M.- 10:30 A.M.	PRESS SHOWING OF FALL 1961 FABRICS	MILLIKEN WOOLENS, INC.	1045 SIXTH AVENUE SHOWROOM - 4TH FLOOR
	For press and fashion coordinators, showing display and garments in Fall 1961 fabrics; also Feb. 16 from 2:00 - 3:00 P.M.; Feb. 17 from 3:30 - 5:00 P.M. For manufacturers and designers, Feb. 8 and 9 from 3:30 - 5:00 P.M.; Feb. 13 and 14 from 8:30 - 10:00 A.M. Admission by ticket only. Contact: Julie Buddy, Fashion Director, OX. 5-1200.		
Wednesday Feb. 15 4:00 P.M.	PREVIEW BY CARVEN AND VIRGINIE OF PARIS	BERGDORF GOODMAN	5TH FLOOR "MISS BERGDORF" SHOP
	Preview of Spring fashions by Carven and Virginie of Paris. By invitation. Publicity: Florence Neff, PL. 3-7300.		
Friday Feb. 17 12:00 Noon Luncheon	SPORTSWEAR FASHIONS AT LUNCHEON SHOW	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	Co-chairmen: Jo Ahern Zill and Betty Dorso. Prices and more details later. Contact: CI. 7-3940.		
Feb. 20	FLORENCE PICTURE RELEASE DATE		
Feb. 28	PARIS PICTURE RELEASE DATE (Feb. 21 Delivery Date For Models.)		

1962

JANUARY

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